

How to Fund your College Prep Experience

Northwestern University’s College Preparation Program provides scholarships based on financial need and academic merit to as many qualified students as possible. Whether or not you are awarded a scholarship, it is likely that you will need to contribute additional funds toward your program.

Each year, admitted students work with their extended families, friends, neighbors, schools, and community organizations to fund program fees and transportation. Such efforts require effective planning, perseverance, and creativity. As an outstanding and resourceful young person, you are capable of doing this work. This will be a challenging but rewarding experience that will build your leadership skills and confidence.

We suggest taking the following steps to fund your Northwestern College Prep experience:

1. Build a Budget

Every fundraising effort starts with a goal. The below chart will help clarify your costs, identify your resources, and set a fundraising goal.

Program Costs		Available Funds		Potential Funding Goals	
Program Fee	\$	Your contribution	\$	Friends and neighbors	\$
Books	\$	Family contribution	\$	Community organizations	\$
Transportation	\$	CPP scholarship	\$	Local businesses	\$
Spending money	\$	Other scholarships	\$	Fundraising events	\$
Total costs	\$	Total funds	\$	Total goal	\$

List friends, neighbors, organizations, religious centers, and business you plan to visit:

2. Schedule your Payments

Payment 1) Application Fee

An application fee of **\$60** is due via credit card in order to apply to the College Prep Program IN FOCUS Seminar, e-Focus Seminar, or College Credit course programs. You can make this payment with a credit card using our online application system.

Payment 2) Program Deposit (after acceptance, before program start date)

The nonrefundable program deposit is due after acceptance in order to register for your intended seminar or course. Paying this fee and submitting the required program enrollment forms secure your spot in our program.

Payment 3) Program Tuition and Room & Board (after registration in course)

The tuition for your selected IN FOCUS Seminar, e-Focus Seminar, or College Credit course will be billed to you after the program start date. Bills are issued on the 10th of the month and are due by the first of the following month. Residential students will also be billed for their room and meals for the duration of their program.

Keep the program deposit, tuition, and room & board (if residential) payment due dates in mind as you plan your fundraising schedule.

3. Identifying Resources

First, find an adult who can help you. This could be a teacher, family, coach, or community member. They can help you brainstorm ideas, connect you to people who can donate, and help you solve problems when you encounter challenges. It is important to have a trustworthy adult to assist you in this process.

Second, make a list of all possible donors.

People you know well:

- ∂ Family members (grandparents, god-parents, uncles/aunts, cousins, family friends)
- ∂ People who might give you a birthday or holiday present (ask them to donate to your education instead)
- ∂ Former employers, current employers, scout masters, clergy members
- ∂ People you have babysat for, medical professionals, law firms, engineering groups, environmental groups, health organizations

School-based contacts:

- ∂ Teachers (find a supportive teacher and ask about the protocols of raising money in your school; don't break rules)
- ∂ School principal or vice principal
- ∂ Guidance counselor
- ∂ Career center
- ∂ Sports coach
- ∂ Club leaders
- ∂ Parent/Teacher Association (PTA)

Community Organizations/Business:

- ∂ Civic groups: Rotary Club, Lions Club, Kiwanis, Women's Clubs, Moose/Elk Club, Knights of Columbus, Jaycees, VFW, Masonic Lodge
- ∂ Chamber of Commerce
- ∂ Community Foundations
- ∂ Large stores (e.g., Home Depot, Lowes, Wal-Mart)
- ∂ Local businesses (e.g., insurance companies, car dealerships, medical providers, etc.)
- ∂ Parents' or family's employers
- ∂ Theme groups related to your intended seminar/course (e.g., medical professionals, engineering groups, environmental groups, music associations, theater groups, health organizations, etc.)
- ∂ Banks
- ∂ Board of Education

4. Writing a Funding Request

You should meet with potential sponsors in person, but also give them a letter that includes information about the program and why you deserve their support. The letter should discuss:

- ∂ A description of the program
- ∂ Your education goals and how this program fits with those goals
- ∂ What you will share or give back to the community/school after this experience
- ∂ Your interests, activities, accomplishments
- ∂ How much money you are willing to raise
- ∂ An amount you are asking them to donate
- ∂ How and where they can send their contribution

Here is a sample letter:

Dear _____,

I am a (freshman/sophomore/junior) at (name of high school) and I have recently been accepted by Northwestern University to attend a summer program for outstanding high school

students. You can find more information about the program here. I have maintained a grade point average of ____ and have been highly involved in (list activities, teams, community work).

I have enrolled in a course, (name of course), because I am passionate about _____. I am hoping that this course will help me explore this academic interest and help me prepare for college. Students from all over the world attend these programs. I know that I would gain a great deal from both my studies and interactions with my peers. I am so eager to participate in this life changing experience.

My challenge is that I need to raise \$_____ to help with program costs, and \$_____ for transportation in order to attend the program. I have raised \$_____ from my family, friends, and neighbors. I am contributing \$_____ from my savings and from part time jobs. I am reaching out to you to ask for help. I need to raise an additional \$_____ by (due date). I am hoping that you will consider helping me with a donation.

I have enclosed information about Northwestern's College Prep Program. I will contact you next week to answer any questions and discuss the possibility of your support. If you choose to donate, you can write a check payable to the Northwestern College Prep Program with my full name in the memo line, or contact them at 847-491-7239 or cpp@northwestern.edu

I greatly appreciate your consideration. When I return from Northwestern, I plan on meeting with all of my supporters to share my experiences with them. If you have any questions, you may contact me _____ (phone and/or email) or Northwestern at cpp@northwestern.edu.

Sincerely,

5. Online Crowdsourcing

Seeking out donations via online funding websites is becoming a popular and viable option for students of all ages who hope to fund their educational endeavors. Here are some tips to remember when creating your online crowdsourcing campaign:

- o Use a site which allows you flexibility. We suggest using a fundraising site that does not require you to set up rewards to those who make donations, allows withdrawals at any time, and allows you to keep whatever money is raised, even if the goal is not ultimately met.
- o Always choose the "personal campaign" option. If you categorize your fundraiser as "charity" or "nonprofit", your funds will be sent directly to Northwestern University as a general donation and will not be applied to your student account. Do not list your fundraiser as "charity."

- ∂ Set your goal using the goal planning worksheet on the first page of this guide. Be clear in your online fundraiser description about what the dollar amounts are and what the money is going toward.
- ∂ Read through the crowdsourcing website’s FAQ carefully. Be aware of fees that are charged for online transactions, how long withdrawals take to be processed, and which types of currencies are supported.
- ∂ Choose an early end-date for the fundraiser. If your deadline to make your full program payment to Northwestern is, for example, July 1, your online fundraiser should end well before that date (e.g., May 1). You must allow time for funds to be transferred to you from the funding website, and for you to submit the payment to Northwestern on time.
- ∂ Promote your online fundraiser via social media, email, and word-of-mouth. Include the information and link to your online fundraiser in your written funding requests, and when you speak to organizations and friends/family about supporting you.
- ∂ Here are a few examples of crowdfunded educational experiences:
 - [College Prep for Underserved Youths](#)
 - [Dylan Cody's College Prep Fund](#)
 - [Help Silvana Attend the UnConference in Rajasthan](#)
 - [Get Madeline Back in School](#)
 - [College Prep Programme in London!](#)

6. Additional Tips

- Fundraising Events. Do not try to do these alone. Involve your family and friends. They are a lot of work but have good potential gains. Here are some ideas to think about:
 - ∂ Garage sale, online auctions
 - ∂ Babysitting, odd jobs, or services for people in the community, neighbors
 - ∂ Boutique bake sales
 - ∂ Fundraising party
- General Reminders
 - ∂ Start early, this takes time.
 - ∂ Find a mentor or adult to help you.
 - ∂ Reach out to people you know and organizations where you have a connection or relationship.
 - ∂ Target organizations that might have an interest in the subject that you will be studying.
 - ∂ Be confident. Your admission into the summer program is an honor to be proud of. Let people know that their investment in you is an investment in your community.
 - ∂ Be clear and concise.
 - ∂ Keep good records of conversations and donations.
 - ∂ Send thank you notes and tell people about your progress.
 - ∂ Don’t get discouraged. You may have more “turn downs” than donations, but you will get there.

- ∂ After your program, send a letter to all those who helped you. Thank them for their help and tell them about your experiences in the program, such as what you learned and how the program helped you.
- ∂ Follow through on your offer to meet with donors.